



Downtown Georgetown Association, a 501(c)(6) non-profit, number one priority is to promote the downtown district as the center of a vibrant booming marketplace for local business and a premier destination. To bring that mission into reality, we partner with community businesses, organizations, residents and our city to improve the vitality of the downtown historic shopping district and preserve the historic charm of our community. Our vision is a safe and vibrant Downtown Georgetown where locals and visitors can play, shop, eat, stay, and do business!

Join us in our mission to celebrate and support the diverse array of businesses that make our downtown unique. Together, we can continue to cultivate a vibrant and dynamic environment that benefits our entire community. Let's make Downtown Georgetown the place to be!

### **DGA Membership Benefits: 2024 Dues \$50**

#### **Social Media Marketing**

- Sharing of Members Posts
- Business Highlights to increase exposure
- Creation of Social Media Marketing for members
- Man on the street live interviews to promote engagement
- Promote businesses special events and promotions
- Free partner membership with Old Town Neighborhood Association – Business Neighbor level membership that will include your business location/social media/website information on their online directory for residents in the Old Town district

#### **Membership Meetings**

- Every 6 weeks
- Various Locations hosted by member businesses
- Opportunity to share important business information and opportunities to learn more about our community area events, customer service, and business-related tips

#### **Networking Gatherings**

- After-hours Social Gatherings to mix & mingle
- Held at various members businesses

#### **DGA Events**

- **Market Days – 2<sup>nd</sup> Saturday March-November**
  - Dedicated Tent Section for Members – Monthly Drawing – Tents for promotion or selling
  - Tents will be provided including set up and tear down
  - Collaborative/Interactive Themes to drive traffic to businesses
- **Old Town Neighborhood Association Yard Sale – April 6<sup>th</sup>**
  - **Collab with OTNA – Yard Sale.** We are asking businesses to join with a sidewalk sale or specials to promote shopping locally. Let us know if you plan to participate and your business will be added to the flyer to promote! [Home | Old Town Neighborhood Association | Georgetown, TX \(oldtownngtx.org\)](https://www.oldtownngtx.org)
- **Memorial Day Sidewalk Sale**
  - Promote and drive traffic to businesses
- **Boo Bash**
  - Promote and drive traffic to businesses
- **First Friday Music on the Square – 1<sup>st</sup> Friday April-November – See details here: [First-Friday-Guest \(thegeorgetownsquare.com\)](https://thegeorgetownsquare.com)**
  - Music on the Courthouse Lawn

- **Christmas Stroll**

- Pre-event: Square Businesses Social Media Campaign including Schedule of Promotions
- During event: Themed Contest to drive traffic to businesses
- During event: Shout out from Main Stage
- During event: Social Spotlights to highlight local businesses

**Additional Event/Holiday Campaigns**

- Social Media Campaigns for Business Categories – shopping, restaurants, arts, activities & nightlife
- Highlighting businesses promotions, specials and happenings
- Man on the street live interviews to promote engagement